

**ABSTRACT**

A method and system for determining a ratee reputation of an entity based at least in part on the rater reputations of one or more of the entities that have rated the rated entity. A ratee reputation of a first entity is determined. A first rating of the first entity  
5 by a second entity is received. One or more rater reputations including a first rater reputation of the second entity as a qualitative rater of other entities are accessed, and a ratee reputation of the first entity is generated by combining the one or more rater reputations and the first rating.

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